

# Television Today

## TODAY'S BEST BETS

6 p. m.—Bulletin Board: Carl Eustice, Tom Mackesey, John Dahl, and Glenn Miller on "Parade of Homes"—WMTV (33).  
 6:30 p. m.—Ben Heckl Tales: Hume Cronyn as impoverished poet—WBMM-TV (2).  
 7 p. m.—Dragnet: beginning new season—WNBQ (5).  
 7:30 p. m.—Theater: Macdonald Carey, K. T. Stevens in "Sermon of the Gun"—WNBQ (5).  
 9 p. m.—Time Marches Back: collection of historical movies, newsreel shots—WMTV (33).  
 9 p. m.—Square Dance Party: Wesley Winch, caller—WKOW-TV (27).  
 9:30 p. m.—Play the Face: new program starring Jack Smith—WKOW-TV (27).

### THURSDAY MORNING

- |                          |                         |                           |
|--------------------------|-------------------------|---------------------------|
| 6:00 Today               | 10:00 Puppets           | 10:30 Search for Tomorrow |
| 6:30 Your Day            | 10:30 The Bennetts      | 10:45 Guiding Light       |
| 7:00 Arthur Godfrey      | 11:00 Strike It Rich    | 11:00 Radio and Gloom     |
| 7:30 Ding Dong School    | 11:30 Let's Exercise    | 11:30 Lunch with Billy    |
| 8:00 Your Picture Ladies | 11:45 Follow Your Heart | 11:45 What's New?         |
| 8:30 Glamour Girl        | 12:00 Noontime Comics   | 12:00 Hi Ladies           |
| 8:45 Emory Sheery        | 12:15 Creative Cookery  | 12:15 Animal Playtime     |
| 9:00 Vacation Special    | 12:30 First Curtain     | 12:30 News                |
| 9:30 News                | 1:00 News               | 1:00 News                 |
| 9:45 Arthur Godfrey      | 1:15 News               | 1:15 News                 |
| 10:00 Hawkins Falls      | 1:30 News               | 1:30 News                 |
| 10:15 Belladonna         | 1:45 News               | 1:45 News                 |

### THURSDAY AFTERNOON

- |                          |                          |                     |
|--------------------------|--------------------------|---------------------|
| 12:00 I'll Buy That      | 1:00 Woman's World       | 1:00 Sports Picture |
| 12:15 I'll Buy That      | 1:15 Family Movie        | 1:15 News: Sports   |
| 12:30 Bob and Kay        | 1:30 Matinee Theater     | 1:30 Capt. Video    |
| 12:45 Second Curtain     | 1:45 Gabby Hayes         | 1:45 Capt. Video    |
| 1:00 Matinee Theater     | 2:00 Howdy Doody         | 2:00 Capt. Video    |
| 1:15 Arthur Godfrey      | 2:15 Howdy Doody         | 2:15 Capt. Video    |
| 1:30 Weatherman          | 2:30 Trolly Dolly        | 2:30 Capt. Video    |
| 1:45 Man Next Door       | 2:45 Trolly Dolly        | 2:45 Capt. Video    |
| 2:00 Big Payoff          | 3:00 Town Crier          | 3:00 Capt. Video    |
| 2:15 Break the Bank      | 3:15 CBS Sports          | 3:15 Capt. Video    |
| 2:30 Paul Dixon          | 3:30 Little Amateurs     | 3:30 Capt. Video    |
| 2:45 Action in Afternoon | 3:45 Elmer the Sheepard  | 3:45 Capt. Video    |
| 3:00 Welcome Travelers   | 4:00 Glimmer and Glimmer | 4:00 Capt. Video    |
| 3:15 Welcome Travelers   | 4:15 Ruddy Man           | 4:15 Capt. Video    |
| 3:30 Shopper's Matinee   | 4:30 Gene Autry          | 4:30 Capt. Video    |
| 3:45 On Your Account     | 4:45 Porcine Young       | 4:45 Capt. Video    |
| 4:00 On Your Account     | 4:55 Adventure Time      | 4:55 Capt. Video    |
| 4:15 On Your Account     | 5:00 News                | 5:00 Capt. Video    |
| 4:30 On Your Account     | 5:15 News                | 5:15 Capt. Video    |
| 4:45 On Your Account     | 5:30 News                | 5:30 Capt. Video    |
| 5:00 On Your Account     | 5:45 News                | 5:45 Capt. Video    |
| 5:15 On Your Account     | 6:00 News                | 6:00 Capt. Video    |
| 5:30 On Your Account     | 6:15 News                | 6:15 Capt. Video    |
| 5:45 On Your Account     | 6:30 News                | 6:30 Capt. Video    |
| 6:00 On Your Account     | 6:45 News                | 6:45 Capt. Video    |

## Zenith Television

priced from \$199.95. See them at

### Suburban Furniture Co.

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Open Even, except Sat.—Sundays 1-5 p. m.

### THURSDAY EVENING

- |                           |                             |                            |
|---------------------------|-----------------------------|----------------------------|
| 6:00 Take a Gossip        | 10:00 The Big Picture       | 10:30 City Hospital        |
| 6:15 Groucho Marx         | 10:15 Lone Ranger           | 10:45 Dangerous Assignment |
| 6:30 Groucho Marx         | 10:30 Pentagon Confidential | 11:00 Kugel's Column       |
| 6:45 Rummy of Jungle      | 10:45 Martin Kane           | 11:15 Rhythmic Theater     |
| 7:00 Adventure Theater    | 11:00 Martin Kane           | 11:30 Blind Date           |
| 7:15 Bulletin Board       | 11:15 Martin Kane           | 11:45 Harmonic Recital     |
| 7:30 Weather: Sports      | 11:30 Story Theater         | 12:00 News: Sports         |
| 7:45 Pish Gordon          | 11:45 Feature Theater       | 12:15 News: Sports         |
| 8:00 Theater              | 12:00 City Hospital         | 12:30 News: Weather        |
| 8:15 Triangle Theater     | 12:15 City Hospital         | 12:45 News: Weather        |
| 8:30 Treasury Mel         | 12:30 Boston Blackie        | 1:00 Murder Before 12      |
| 8:45 Chance of a Lifetime | 12:45 Boston Blackie        | 1:15 Weather: Sports       |
| 9:00 Western Playhouse    | 1:00 News: Miss Lee         | 1:30 Star Theater          |
| 9:15 News: Weather        | 1:15 This Is Your Life      | 1:45 Star Theater          |
| 9:30 Video Theater        | 1:30 Premiere Theater       | 2:15 Faces in Window       |
| 9:45 Video Theater        | 1:45 Premiere Theater       | 2:30 Faces in Window       |
| 10:00 Playhouse           | 2:00 Premiere Theater       | 2:45 Private Secretary     |
| 10:15 Stock Car Races     | 2:15 Premiere Theater       | 3:00 Star Theater          |
| 10:30 Becket Theater      | 2:30 Premiere Theater       | 3:15 Star Theater          |
| 10:45 Guide Right         | 2:45 Premiere Theater       | 3:30 Star Theater          |
| 11:00 Big Town            | 3:00 Premiere Theater       | 3:45 Star Theater          |
| 11:15 Burt and Allan      | 3:15 Premiere Theater       | 4:00 News: Movies          |

## SEE THEM ALL

on CBS, the Stars' Address

ARTHUR GODFREY BURNS & ALLEN  
JACK BENNY RED BUTTONS  
LUCILLE BALL & DESI ARNEZ  
WEDNESDAY NIGHT FIGHTS  
HERB SHRINER

## WKOW-TV

CHANNEL 27 MADISON, WIS.

**Bong Memorial Fund Tag Day to be Held Oct. 3**  
 EAU CLAIRE (AP)—A tag day to raise funds for the Richard I. Bong Memorial will be sponsored by state Veterans of Foreign Wars posts Oct. 3 already designated as "Dick Bong Day" in Wisconsin by Gov. Kohler.  
 Department VFW Commander Frank C. Betz said 10th District posts will hold a special ceremony at the Memorial site near Poplar, where a weed-grown field holds a P-38 Lightning fighter like the one Maj. Bong flew while becoming the nation's ace of aces in World War II.  
 A proposal offered by Betz to conduct a half-time ceremony honoring Maj. Bong at the Marquette-Wisconsin football game at Madison Oct. 3 was turned down by Athletic Director Guy Sundt. Sundt said bandmen for the two schools had arranged a program, and no additional time was available.

**MANITOWOC WOMAN DIES**  
 MANITOWOC (AP)—Mrs. Clara Shimek, 72, died in a hospital Tuesday of injuries she received when she was struck by a car Monday.

**Blatz Asks \$350,000 from Beer Association**  
 MILWAUKEE (AP)—A civil action asking \$350,000 damages from the Milwaukee Brewers Association and six of its members was started Wednesday by the Blatz Brewing Co.  
 The association expelled Blatz after it opened individual negotiations with the union during the recent beer strike.

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## Today's Radio Highlights

**Drama**  
 6 p. m.—Roy Rogers (WMAQ): desperate impostor unmasked.  
 7 p. m.—Frank Race (WVEM): "Adventure of the Runaway Queen."  
 8 p. m.—WMAQ: avariciously-uses bank official's robbery.  
 7:30 p. m.—Summer Theater (WKOW): John Hodak in "A Bell for Adano."  
 8:30 p. m.—Time for Love (WKOW): Marlene Dietrich's series returns.  
 10:35 p. m.—Detective Story (WISC): two playwrights found slain.

**Discussion**  
 11 a. m.—Joseph Wood Krutch (WHA): "The Teaching of English."  
 3:30 p. m.—Voices of Europe (WHA): "World Council of Churches," Dr. Willem Visser 'Hooft'.  
 8 p. m.—Cooper Union (WHA-FM): "Shock Therapy," James A. Brussel.

**Religion**  
 10 a. m.—Homemakers (WHA): "Watching Character Develop," discussion of Union college research project, Viola Hunt and Mr. and Mrs. Charles F. DuBois.  
 10:15 p. m.—You'r Pastor Speaks (WIBA): Methodist Bishop H. C. Northcott.

**Farm Programs**  
 7:22 a. m.—Farm Feature (WHA): preview of national plowing contest.  
 9:15 p. m.—Farm Service (WIBA): "Feeder Cattle Plentiful," Earl Van Drell and Roy Ormond.

**Miscellaneous**  
 9:50 a. m.—Make Up Your Mind (WBBM): Fannie Hurst, guest.  
 2 p. m.—The Sampler (WHA): "Julie" and "The Art of Reading a Play."  
 9 p. m.—American Way (WKOW): service men and women in Japan and Tokyo complete.

**Bill Doudna's**  
 SPOTLIGHT Band Concert

TIP OF THE MORNING: The Shakespeare boom continues. Alec Guinness and Pamela Brown will co-star in "Macbeth" on NBC-WIBA at 3 p. m. Sunday, Sept. 27.

WILLIAM KEYES will conduct the Madison Musicians' assn. band in its last concert of the 1953 season at 3 p. m. Sunday in Vilas park. This program, like its predecessors, will be sponsored by city governmental units, the musicians union, and the recording industry.  
 Keyes also will be concert soloist, playing "Evening Star" from "Tannhauser" and "Ah, Sweet Mystery of Life."  
 Band selections will be "El Capitan," "Student Prince" selections, "Donkey Serenade," "Blue Danube" waltz, the andante cantabile from Tchaikowsky's fifth symphony, "Begin the Beguine," "Semper, Fideles," "Washington Post" march, "Rhapsody in Blue," "Dancing in the Dark," "Japanese Sunset," "At the Gremelin Ball," "Syncopeated Clock," and "Barnum and Bailey Favorite" march.

**Russ Protest Story of Envoy in Iran**  
 TEHRAN, Iran (AP)—The Russian Embassy refused Wednesday to allow visitors to see Soviet Ambassador Anatoli Lovrentiev and protested to the Iranian government about "untrue" press reports that he had attempted suicide.  
 Soviet Press Attache Alexei Voronin made a protest to the Foreign Ministry over Tehran newspaper reports alleging the ambassador had shot himself. He told the Iranian government it was its duty to prevent circulation of such "untrue" stories.

**Names in the News**: On his way to Europe for a three-month tour, writer-producer Carlton E. Morse stopped off in New York City to confer with CBS executives on extending the number of his shows.  
 The Modernaires and Paula Kelly have signed with the new Bob Crosby TV show. They have just finished a film assignment in "The Glenn Miller story."  
 Judy Canova will headline the show at the Mitchell, S. D. Corn festival starting Sept. 23. Three of the TV cast of "My Son Jeep" will take over the radio roles. Don Jeffrey Lynn will replace Donald Cook as Doc Allison; Betty Lou Keim will play Peggy in place of Joan Lazar, and Anne Sargent will supplant Lynn Sargent as Barbara. Martin L. Henson and Leona Powers will continue as Jeep and Mrs. Blkby, respectively, in both versions.  
 Jerome Lawrence and Robert E. Lee, who have written more than 50 original musicals for the NBC-WIBA "Show Train," have signed a one-year contract with Hanna-Witmark-Remick for publication of their shows and songs. Many of them will be available for production by schools, colleges, and community theaters.

**NORWAY**  
 Dan Clark—Ben Johnson  
 Peter Graves  
 "FORT DEFIANCE"

**DANCING TONIGHT**  
 MUSIC BY THE BLUE DENIM BOYS  
 TURNER HALL

**TOMORROW**  
 Tuna, Mushroom and Noodle Casserole  
 Salad, roll, butter coffee or iced tea  
 70c  
 THE DOME  
 118 EAST MAIN ST.

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 Presents for Your Listening Pleasure  
 Radio's Fast-Moving Football Forecast  
**"TOUCHDOWN TIPS"**  
 With The Mid-West's Greatest Football Star  
**ELROY HIRSCH**  
 "Crazy Legs"  
 Every Thurs. 7:00 P. M. on WIBA  
 Up-to-the-Minute Dope on the Week's Major Football Games  
 Buy The Leader—Chevrolet Cars & Trucks.

## Radio Timetable

WIBA	WISC	WKOW	WIBU
1310 AM	1480 AM	1070 AM	1340 AM
6:00 Sunrise	6:00 Farm Hour	6:00 Uncle Julia	6:00 Music: News
6:30 Profic	6:30 Farm Hour	6:30 Farm Hour	6:30 Farm Hour
6:45 Clock News	6:45 Farm Hour	6:45 Farm Hour	6:45 Farm Hour
7:00 Alex Draper	7:00 Top o' Mornin'	7:00 Sports: Coffee	7:00 News: Farm
7:30 Musical Clock	7:00 Top o' Mornin'	7:30 Sports: Coffee	7:30 News: Farm
7:45 Journal News	7:30 Top o' Mornin'	7:45 Sports: Coffee	7:45 News: Farm
8:00 Clock News	7:45 Top o' Mornin'	8:00 Sports: Coffee	8:00 News: Farm
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12:45 Musical Clock	12:30 Top o' Mornin'	12:45 Sports: Coffee	12:45 News: Farm

**WMFM**  
 1041 MESS.  
 THURSDAY  
 6:00 Early Risers: A. M.  
 6:30 News: Yawn Patrol  
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**FREE PARKING LOT**  
**MIDDLETON**  
 Greer Garson - Walter Pidgeon  
 Agnes Moorehead  
**"SCANDAL AT SCOURIE"**

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 DEAN JAGGER  
**MARTIN LUTHER**  
**THE CADDY**  
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 810 KC.—SST. Mess.  
 THURSDAY  
 7:15 Weather: Farm Feature  
 7:45 News: Weather  
 8:00 Morning Melodies  
 8:30 Radio Journal  
 9:00 Musical Varieties  
 9:30 Markets: News  
 10:00 Homecoming Program  
 10:30 Organ Melodies  
 10:45 Views of the News

**MANIFEST**  
 LAST TIME TODAY  
 "SHALL TOWN GIRL"  
 "TRIEF OF VENICE"  
 STARTS TOMORROW  
**AMBUSH AT TOMAHAWK GAP**  
 "THE DESERT RATS"

**CAPITOL**  
 Air-Conditioned—As You Like It  
**"SANGAREE"**  
 IN 3 DIMENSION  
 COLOR BY TECHNICOLOR  
 LAMAS DAHL  
 MEDINA  
**"CLUB 18"**  
 BALLROOM  
 MT. HOREB  
 FRI., Sept. 4  
 Public Wedding Dance  
 In honor of SHIRLEY and JEROME LUST  
 Music by Sammy Eggen and His Orchestra  
 SAT., Sept. 5  
 Public Wedding Dance  
 In honor of BILL HOFFMAN and PARRELL  
 Music by Frank Douglas and His Orchestra

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 SAMUEL GOLDWYN Presents  
**Hans Christian Andersen**  
 AND FOR MORE FUN  
**TAKI**  
 DAN DAILEY & SMITH  
 KIDS 25c INC. TAX  
 ADULTS 65c INC. TAX

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**BADGER OUTDOOR THEATRE**  
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